

Rep Order#	6847558	Ver#	1	Status	New	Traffic Order#	08/28/2012 10:56 AM	Printed:	1 of 2
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**Last Received:** 08/28/2012 10:43 AM

### Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) RIGELL/RNCC  
Product SCOTT RIGELL/RNCC  
Estimate# 3007  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 167/269/3007  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks  
Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) ANJIE BRADY  
Salesperson ( )  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

**-- CONTRACT COMMENT --**

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**-- REMARKS --**

THIS IS A NEW CONTRACT  
TOTAL 3,130  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/28-08/28	1	1	1	\$500.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/29-08/29	1	1	1	\$500.00	
Rating: 5.1												
	3	TU	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/28-08/28	1	1	1	\$250.00	
Rating: 1.4												
	4	TU	530P-6P	WAVY10NWS-5.30<	:30	\$90.00	08/28-08/28	1	1	1	\$90.00	
Rating: 4.7												
	5	W	530P-6P	WAVY10NWS-5.30<	:30	\$90.00	08/29-08/29	1	1	1	\$90.00	
Rating: 4.7												
	6	TU	730P-8P	INSIDER<	:30	\$450.00	08/28-08/28	1	1	1	\$450.00	
Rating: 3.7												
	7	W	730P-8P	INSIDER<	:30	\$450.00	08/29-08/29	1	1	1	\$450.00	
Rating: 3.7												
	8	TH	730P-8P	INSIDER<	:30	\$450.00	08/30-08/30	1	1	1	\$450.00	
Rating: 3.7												

Rating: 5.1

Rating: 5.1

Rating: 1.4

Rating: 4.7

Rating: 4.7

Rating: 3.7

Rating: 3.7

Rating: 3.7

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/28-08/28	1	1	1	\$350.00	
Rating: 1.7												

---REPORT TOTALS---

Report Totals: 9 / \$3,130.00

---SALES MONTHLY TOTALS---

Sep 12: 9 / \$3,130.00  
Sales Totals: 9 / \$3,130.00  
Station Totals: 9 / \$3,130.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$18,411	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 9%	WVBT 6%	WVEC 6%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE